

Message Text

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UNCLAS TOKYO 10335

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: PROPOSED CONSUMER GOODS PROMOTIONS USTC TOKYO

APRIL 1975

REF: STATE 168383

1. POST APPRECIATES OIM SUGGESTIONS AND DETERMINATION NOT TO LOSE MOMENTUM CONSUMER GOODS PROMOTION IN WAKE OF TOC SOLO CANCELLATION. HOWEVER, ECON/COML SECTION AND USTC DO NOT CONCUR OIM PROPOSED FOR TWO TRADE CETER CONSUMER EXHIBITIONS 4/8-11 AND 4/15-18, 1975. THREE DAYS BETWEEN EXHIBITIONS IS UNREALISTIC TIME FOR PHYSICAL INSTALLATION FREIGHT HANDLING. WHILE THERE IS SOME OVERLAP IN TARGET AUDIENCES FOR TWO CONSUMER EVENTS PROPOSED REFTEL, DUAL COINCIDENTIAL PROMOTION WOULD DILUTE EFFECTIVENESS EACH CAMPAIGN. ALSO, WHILE FIRST EVENT NAMED REFTEL (HOUSEWARES, HOME FURNISHINGS) IS ESSENTIALLY VERTICAL CONSISTING COMPLEMENTARY LINES, SECOND EVENT PROPOSED (RECREATION AND SPORTING GOODS, LUXURY ITEMS, TOYS, GAMES, AND AMUSEMENT EQUIPMENT) IS EXCESSIVELY HORIZONTAL.

2. IN ADDITION TO DIFFICULTIES POSED BY CLOSE SCHEDULING THESE SHOWS NOTED PARA ONE ABOVE, POST BELIEVES IT BEST TO CLEARLY DELINEATE TARGET MARKETS WITHIN GENERAL CONSUMER GOODS AREA IF NO LONGER POSSIBLE TO HAVE ONE LARGE GENERAL SHOW AS PROPOSED FOR TOC. "CONSUMER GOODS"

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IS ALL-ENCOMPASSING TERM JOINING TOGETHER VARIETY OF

DISSIMILAR PRODUCTS WHOSE ONLY POINT OF COMMONALITY IS THAT THEY ARE SOLD TO END-USERS THROUGH RETAIL OUTLETS. IN JAPAN, MOST IMPORTER-DISTRIBUTORS TEND TO CONCENTRATE IN DIFFERENT CONSUMER GOODS LINES, BUYERS IN DEPARTMENT STORES AND CHAINS ALSO SPECIALIZE IN DIFFERENT PRODUCT LINES, AND MERCHANDISING, DISPLAY, ADVERTISING METHODS ALSO DIFFER BECAUSE TOTALLY DIFFERENT SETS OF END-USERS EXIST FOR MANY OF THESE PRODUCTS. FOR EXAMPLE, COMBINING "TOYS AND GAMES" SHOW WITH "AMUSEMENTS" SHOW WOULD FID BUYERS FROM FAMILY IMAGE" TOY SHOPS STANDING CHEEK BY JOWL WITH LESS WHOLESOME TYPES TENDING TO DOMINATE AMUSEMENT BUSINESS IN JAPAN, THUS IMPAIRING THE EFFECTIVENESS BOTH PROMOTING.

3. COGNIZANT COMMODITY UNIT AND USTC PROPOSE MAJOR HOUSEWARES EXHIBITION APRIL 8 - 12 (NOTE SATURDAY INCLUDED) BROADENING THEME ONLY WHEN ABSOLUTELY NECESSARY TO INCLUDE MOST COMPLEMENTARY PRODUCTS. THIS SHOW WOULD BE A FOLLOWUP TO AND EXPANSION OF SUCCESSFUL HOUSEWARES SHOW HELD AUGUST 1973. IN ADDITION TO HOUSEWARES PER SE, SUCH A SHOW SHOULD CONCENTRATE ON HOME FURNISHINGS AND ACCESSORIES FOR THE JAPANESE KITCHEN-DINETTE AND THE BATH.

4. SPORTING GOODS, LEISURE ACTIVITY SHOW IS RECOMMENDED AS SUBSTITUTE FOR NUCLEAR INSTRUMENTS NOVEMBER 11 - 15, 1975. RESULTS OF THE SPORTING GOODS MARKET RESEARCH SURVEY SCHEDULED FOR ALL 1974 WILL BE KNOWN AND TIMING OF EVENT WOULD BE IDEAL FOR PURCHASING FOR 1976 SUMMER SPORTS SEASON. POST BELIEVES THIS SHOW SHOULD CONCENTRATE ON AREAS OF DEVELOPING AND POTENTIAL SPORTS ACTIVITIES JAPAN: TENNIS, FOOTBALL, SWIMMING, INCLUDING SKIN, SCUBA DIVING, BILLIARDS AND POOL, ARCHERY, HEALTH AND EXERCISE EQUIPMENT, AND CAMPING AND OUTDOOR LIVING. SPORTSWEAR MIGHT ALSO BE INCLUDED WHERE RELEVANT.

5. TCD WILL DISCUSS THESE PROPOSALS WITH RMD ET AL WHILE IN WASHINGTON WEEK OF AUGUST 19. FYI: RE REFTEL MENTION USATEX, PARSONS WAS IN TOKYO 15 - 26 JULY, WILL RETURN 18 AUGUST FOR TWO MONTHS STAY. POST WILL DISCUSS REFTEL SUGGESTION WITH PARSONS SOONEST, BUT ON BASIS PAST UNCLASSIFIED

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CONVERSATIONS WITH HIM BELIEVE HE WOULD PREFER USTC TO OKURA AND IS CAPABLE PARTICIPATING IN SOME WAY EACH TC EVENT PROPOSED ABOVE.
HODGSON

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